

To: Tanchyk, R, Zecca, Anthony, Schwalm, S, 1642 - Syracuse Chain (BURKEJ), Keeney, David, Jurgensen, Kurt T.,
1645 - Buffalo Chain (VICKERB), Mclean, James J., Cook, Bruce A.
From: Campbell, Judy
Posted: 6/26/98 13:54
pened: 6/30/98 9:44
Subject: 3RD QUARTER PROMO CALENDAR/ SEPT

ALTHOUGH THIS RARELY HAPPENS, THE ATTACHED PROMOTIONAL CALENDAR FOR SEPTEMBER '98 HAS BEEN REVISED! PLEASE REPLACE YOUR SEPTEMBER PAGE WITH THE ATTACHED.

THE ONLY CHANGES ARE AS NOTED:

- * INCORRECT PARTNERS REPORTING WAS ENTERED FOR THE 2 DORAL JACKPOT PROMOS (VAP-CTS AND SUPERMARKET).

- * ADDED SLEEVE UPC # TO BOTH THESE PROMOS

JUDY

CC: MacWilliams, Lori

51852 7250

REGION 16XX: 1998 PROMOTION DELIVERY DATES

3RD QTR '98 PROMOTIONAL CALENDAR

JULY - SEPTEMBER

*** REVISED ***

SEPTEMBER

EXCEPTION TO DIRECT ACCOUNT ARRIVAL DATES: McLANE NE

McLANE NE DIRECT ACCOUNT ARRIVAL DATE: 3 WKS PRIOR TO RETAIL DISTRIBUTION DATE

				DISTRIBUTION DATES						
MONTH OF PROMOTION	PROMOTION #	PROMO. TYPE	DESCRIPTION	PARTNERS REPORTING DESCRIPTION (16 SPACES REQUIRED)	ADDITIONAL INFORMATION	TO DIRECT ACCOUNTS (PRODUCT/ PREMIUMS / SLEEVES)	TO RETAIL ACCOUNTS / ASSEMBLED DISPLAYS	NO. OF OFFERS PER DISPLAY	BRAND STYLES (All Promotional Product is 6M)	PROMOTIONAL DISPLAYS / CASE UPC #12300-
SEPT	801271	VAP / CTS PACK	DORAL PRICE CHECK JACKPOT	DOR SEPT JACKPOT	\$25,000 RETAILER INCENTIVE PROGRAM: 4 WINNERS (1 PER SALES AREA). SINGLE PACK PROMOTION SELLING AT EXISTING CEILING STRATEGY DISCOUNT PRICE. PRE-SLEEVED PROMOTIONAL PRODUCT W/40¢ OFF NEXT 2-PACK PURCHASE.	8/17/98	8/31/98	40 LIVE PACK OFFERS VAP (210,000) CTS (33,600)	DORAL LT 100 DORAL LT MEN 100 DORAL 100 DORAL ULT LT 100	23797 (SLEEVES) 25467 DOR LT 100 25469 DOR LT MEN 100 25468 DOR 100 25470 DOR ULT LT 100
	801315	S/MKTS (IDENTIFIED PARTICIPATING SUPERMARKETS)	DORAL PRICE CHECK JACKPOT/ SUPERMARKETS	DOR SEPT JPOT/SM	SAME AS VAP/ CTS PROMOTION #801271, EXCEPT NO DISPLAYS ALLOCATED. UTILIZE EXISTING PLATFORMS; SINGLE PACK PROMOTION SELLING AT EXISTING CEILING STRATEGY DISCOUNT PRICE.	8/17/98	8/31/98	80 LIVE PACK OFFERS (33,600)	DORAL LT 100 DORAL LT MEN 100 DORAL 100 DORAL ULT LT 100	23797 (SLEEVES) 25467 DOR LT 100 25469 DOR LT MEN 100 25468 DOR 100 25470 DOR ULT LT 100
	800438 (#809)	SALEM TEAR TAPE/ VAP	SALEM .30¢/PK TEAR TAPE (3RD DRIVE OF 3RD QUARTER)	SAL 98 .30/1 PK	PRODUCT WILL BE SHIPPED TO DIRECT ACCOUNTS OFF-INVOICE. 4-CARTON DISPLAY. ENSURE \$3 OFF-INVOICE IS PASSED ON TO RETAILERS BY DIRECT ACCOUNTS. DISPLAYS SHIPPED IN APRIL SHOULD BE MAINTAINED BY RETAILER FOR FUTURE SALEM SHIPMENTS.	8/31/98	9/14/98	40 OFFERS (ALLOCATION TBD BY TEMPLATE ENTRIES)	SALEM FF SALEM LT SALEM FF 100 SALEM LT 100	REFER TO 3RD QTR WORK PLAN FOR CTN/PK UPCs 24194 SALEM FF 24196 SALEM LT 24195 SALEM FF 100 24197 SALEM LT 100
DPC	801675	DPC	SALEM .30¢ OFF/PACK	SAL_SEPT_30/1_PK	VPRs (40 PER SHEET). OFF INVOICE PRODUCT. FOR PARTICIPATING DIRECT ACCOUNTS FOR LOW-VOLUME RETAILERS.	8/24/98	8/31/98	40 OFFERS (25,360)	TBD BY RJR MGR	N/A
	801139	DPC	DORAL .30¢ OFF/PACK	DOR_SEPT_30/1_PK	VPRs (40 PER SHEET). OFF INVOICE PRODUCT. FOR PARTICIPATING DIRECT ACCOUNTS FOR LOW-VOLUME RETAILERS.	8/24/98	8/31/98	40 OFFERS (30,360)	TBD BY RJR MGR	N/A